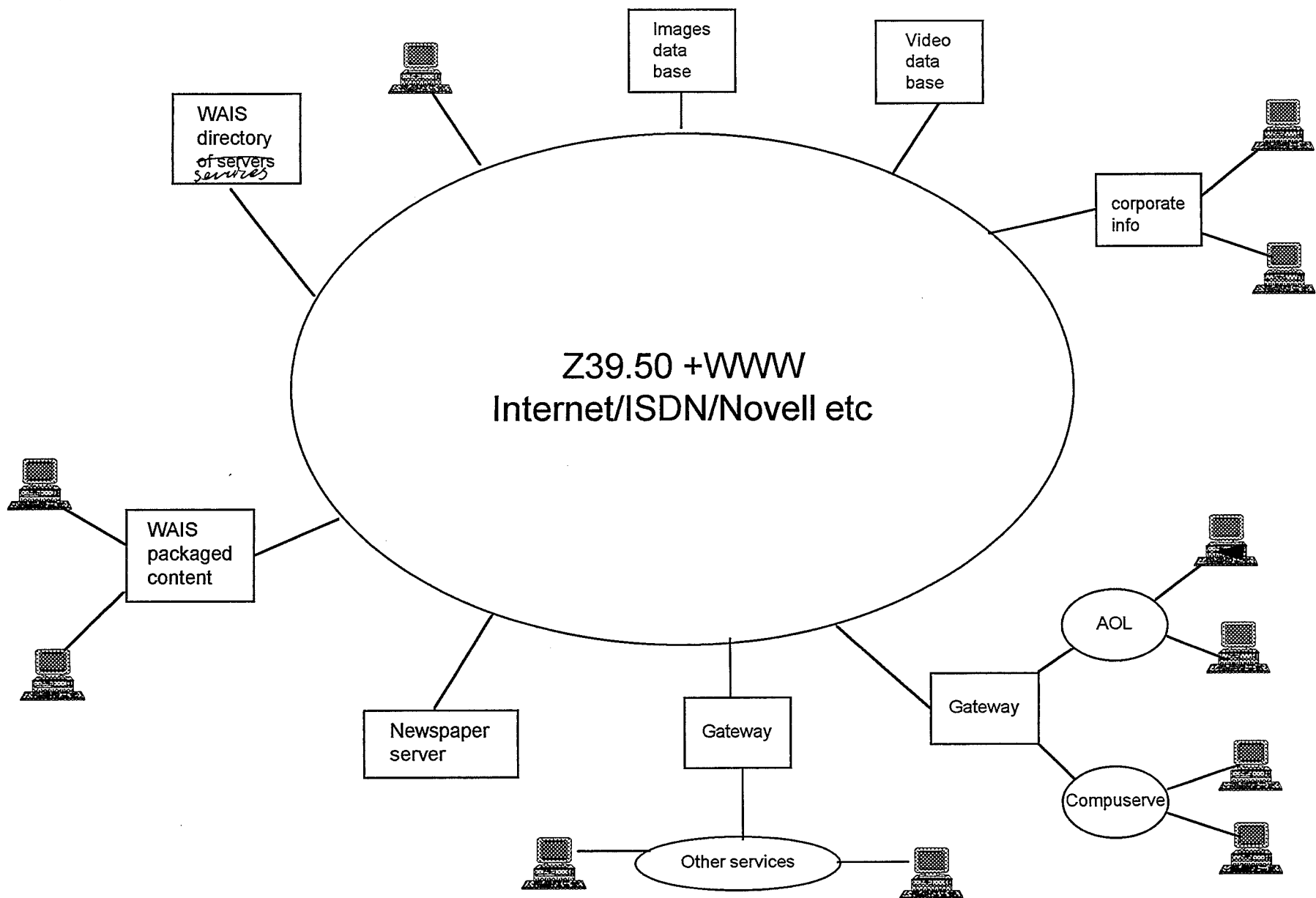
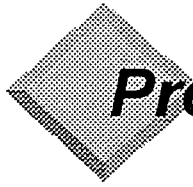




- ❖ To become the leading provider of tools and services for electronic publishing on wide area networks
- ❖ To become the leading provider of *WA/S* packaged content for professional use-- commercial, legal and government

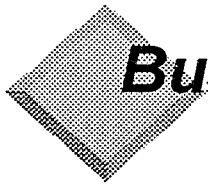
# Electronic Publishing Environment





## ***Product Evolution***

- ❖ Integrate personal, corporate & WAN information
- ❖ Provide intuitive navigation via natural language query
- ❖ Provide interactive alerting for packaged content



## ***Business/Product Evolution***

### **Server**

1. Current product components
2. Other publishing components

### **Client**

1. Z39.50 protocol
2. Relevant Agent

### **Integrated Solutions**

WAIS Server

WWW Servers

Mosaic and other clients

Newsfeeds

Advertising

Other Publisher Content

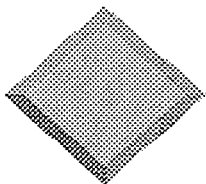
### **Partnered Publishing**

Dow Jones

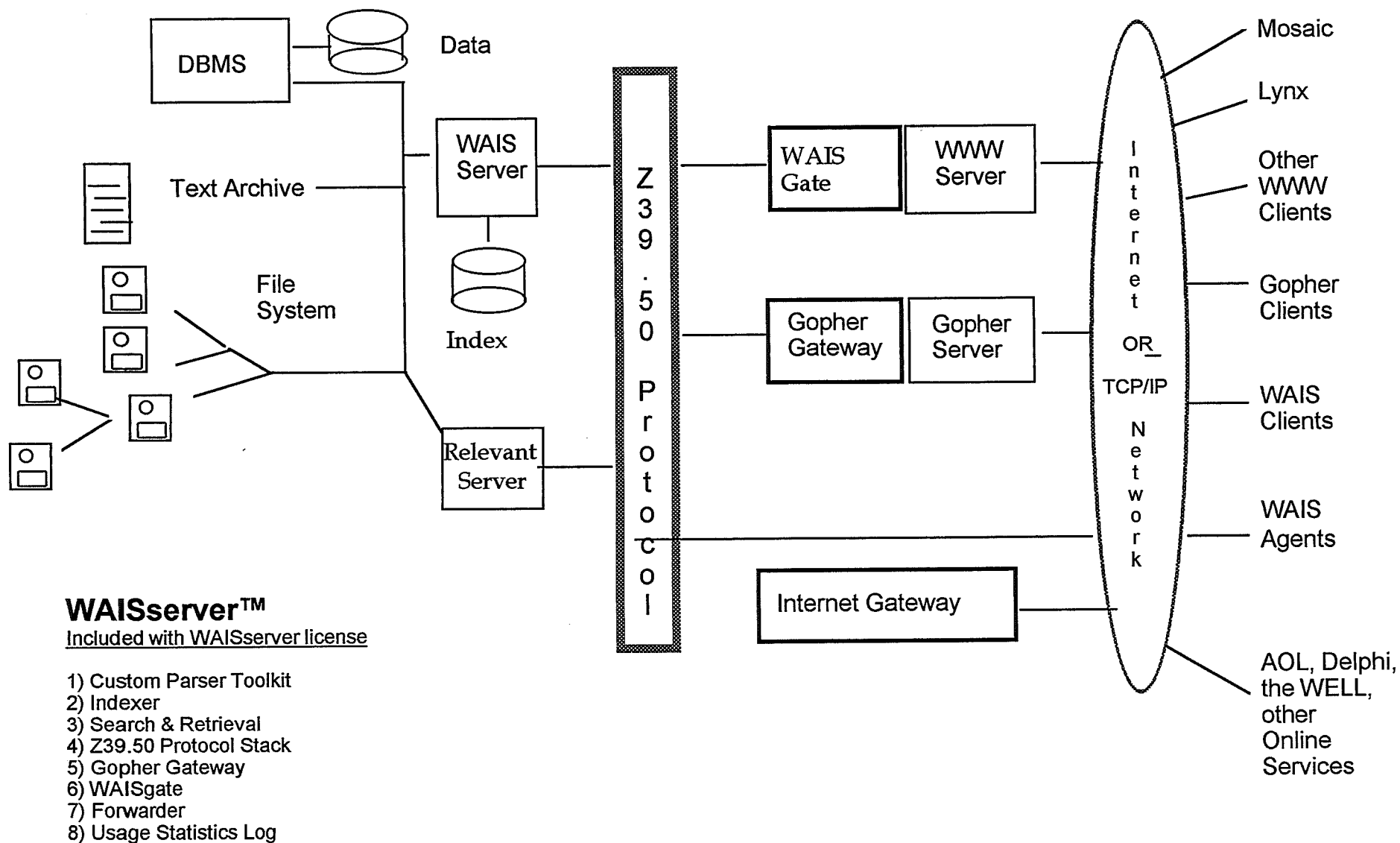
Times Fax

Database America

### **WAIS Packaged Content**

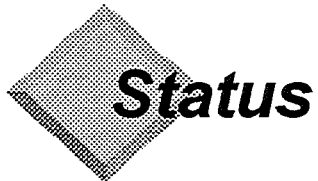


## Where the WAISserver Fits



# Market Segments and Product Competition/Partners

	Personal Information	Corporate Information	WAN Information
Interactive			Dialog Mead Dow Jones Westlaw  Fulcrum + WAIS Conquest + WAIS
		Fulcrum Conquest  License, Sell	AOL CompuServe Prodigy  WWW . Netscape . Spyglass
		Sell	
Alerting	E-Mail		
	Applesearch Lotus Notes	PED Individual Inc	
		Develop Corporate Relevant	Develop Relevant Packaged Content



❖ Revenue

FY 93	\$ 400K	1st Server installations
FY 94	\$1,000K	2/3 Server Sales 1/3 Prod Svcs
FY 95	\$4,000K	1/2 Server Sales 1/2 Prod Svcs
FY 96	\$12,000K	Add royalties, maint., packaged content

❖ FY 95 Revenue

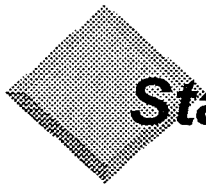
Q1	\$1,000K
Backlog	\$ 700K

❖ Distribution

Direct including telesales  
VARs Fujitsu, Novex, Integralis (UK)

❖ FY 95 Products

Server Release 2  
Adding Publishing Components  
Integrating Agent with Interactive Alerting



## ***Status (cont)***

❖ Publishing Operations

Dow Jones

Encyclopedia Britannica

❖ Organization Emphasis

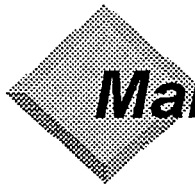
Development

Senior Technical Managers

❖ Headcount (includes contractors in full time slots)

	Current	By June 30
Marketing & Sales	6	10
Production Services	8	10
Washington Office	2	4
Development	4	11
Administration	<u>6</u>	<u>6</u>
	27	41





# ***Management Team***

- ❖ Brester Kahle: CEO  
WAIS Founder  
Wide Area Information Server Project Leader- Thinking Machines, KPMG  
Founding Engineer- Thinking Machines
  
- ❖ Bruce Gilliat: VP Sales & Mktng  
VP Sales- Fibronics International  
National Account Manager- AT&T Information Systems  
Technical Consultant- Pacific Telephone
  
- ❖ John Duhring: VP Production Services/Business Development  
On-line services consultant: Apple Computer, Dow Jones and others  
General Manager- Supermac Software  
Publishing Evangelist-- Apple Computer  
Acquisition Editor- Prentice Hall
  
- ❖ Nick Scharf: CFO (currently a consultant)  
Software Technology CFO and Business Consultant  
CFO - VisiCorp, CopyMat  
Controller- Tandem Computers  
Arthur Andersen & Co



# **Customers**

USGS

Intel Corporation

MARCorp

Science University of Tokyo

National Center for Manuf Sciences

Open Source

Stanford University

Moscow State University

Conquest

Dept of Energy/OSTI

EG&G Idaho, Inc.

Mitre

Environmental Protection Agency

Pandora

Cisco Systems, Inc.

Pacific Bell

Sun Microsystems

Scholastic, Inc.

Rice University

Adobe

CMP

Reuters

University of Tennessee

Boeing Computer Services

Lawrence Livermore National Lab

U.S. Government Printing Office

Science Applications International Corp.

Silicon Valley Public Access Link

House Information Systems

Delphi Internet Services Corporation

West Publishing Corporation

Los Alamos National Laboratory

Novell, Inc.

OSU/Eisenhower National Clearing House

New York Law Publishing House

National Technical Information Service

NASA - Goddard Space Center

Dow Jones

Encyclopedia Britannica

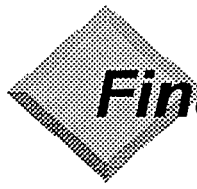
Martin Marietta Energy Systems

Curtine University of Technology

Fulcrum

Internet Shopping Network

AOL



## ***Financing Needs***

❖ Operating Capital	\$1,000,000
❖ Expand Development	\$1,000,000
❖ Product Acquisition/Expansion	\$2,000,000



# **Risks**

- ❖ Execution

- Evolve technology fast enough-- quality & breadth of solution
  - Management Team
  - Getting to Market-- positioning product/partnering

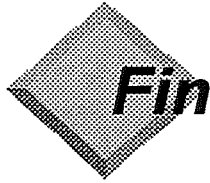
- ❖ Market Evolution

- Dominant closed system emerges-- Marvel?
  - Internet collapses
  - Internet does not evolve
    - security
    - commercial use
    - subscriber base
    - marketable content

- ❖ Competition

- Systems integrators
  - Information Providers
  - Software Developers

- ❖ Financial-- Funding



## ***Financial Forecast***

To include 5 year forecast of revenue and cash needs here- probably a highly condensed version for the foil presentation